

From: Baca, Carl (LBC) on Fri, Feb 16, 1996 11:03 AM
Subject: Racing program ads
To: McComb, Drew
Cc: Sampson, Steve; Terry, Maarten; Castillo, Adriana (LBC)

I spoke yesterday with Pete Merkel about the Penske Media guide. We have a spread ad due 3/1. This should not be a problem, we'll have Commando ready.

As you know, we run only spreads and backcovers in our national media plan. We do not run single pages nationally, but have in the past developed single page creative for Events program ads. My question is are you going to need any single page program ads for this year or are you buying only spreads and back covers? If you're going to need a single page, we should begin development now.

Please let me know. Carl

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